

3           a content provider coupled to the target computer to transmit the [a]  
4           content, the content provider comprising:  
5           a user rule page containing information obtained from the target  
6           computer by a first agent, and  
7           a rulebook to generate a rule based on the user rule page, the rule  
8           controlling a direction of the content from a database to be transmitted to the  
9           target computer.

10           [a content provider to transmit a content to a target computer using a  
11           rule book based on user information from a user, the rule book generating a  
12           user specific rule, the user specific rule automatically being varied according  
13           to additional user information;  
14           a collecting agent to provide the user information to the content  
15           provider; and  
16           a triggering agent to determine if further user information is needed to  
17           allow the content provider to verify an identification code and a baseline  
18           profile for the user].

Shut 2  
4

1           2.    (Three Times Amended) The system of claim 1 wherein the rule  
2           is stored in form of a condition-action pair [user information further includes  
3           data for a software profile].

Shut 3  
3

1           3.    (Four Times Amended) The system of claim 2 [1] wherein a  
2           condition in the condition-action pair is a hardware characteristic of the target  
3           computer [further comprising a baseline user profile including a hardware  
4           profile which is updated by a program running on the content provider].

*slightly*  
1 4. (Three Times Amended) The system of claim 3 wherein the  
2 hardware characteristic is a modem [baseline user profile includes information  
3 on a processor] speed.

*slightly*  
1 5. (Two Times Amended) The system of claim 1 wherein the first  
2 [collecting] agent uses MICROSOFT® ACTIVE X™.

*slightly*  
1 6. (Three Times Amended) The system of claim 1 [4] wherein the  
2 rule page comprises at least one of a hardware profile indicating hardware  
3 capabilities of the target computer, a software profile indicating software used  
4 by the target computer, and a user profile including dynamic information  
5 related to a user using the target computer [baseline user profile includes a  
6 subkey indicating the processor speed of the target computer].

*slightly*  
1 7. (Five Times Amended) A method [of communicating  
2 information] comprising:  
3 obtaining information from a target computer by a first agent, the  
4 information being stored in a user rule page  
5 [transmitting a content from a content provider to a target computer  
6 using a rule book based on user information from a user];  
7 generating a [user specific] rule based on the rule page by a [the] rule  
8 book, the rule controlling a direction of the content from a database[, the user  
9 specific rule automatically being varied according to a additional user  
10 information;  
11 providing the user information, by a collecting agent, to the content  
12 provider]; and

*g3fx*  
13 transmitting the content from the database [determining if further user  
14 information is needed to allow the content provider to verify an identification  
15 (ID) code and a baseline profile for the user by a triggering agent].

*8*  
1 8. (Three Times Amended) The method of claim 7 further  
2 comprising storing the rule in form of a condition-action pair [transmitting an  
3 agent from the content provider to the target computer].

*Sub 8*  
1 9. (Three Times Amended) The method of claim 8 [7] wherein a  
2 condition in the condition-action pairs is a hardware characteristic of  
3 [collecting agent is an agent running on] the target computer.

*Sub 9*  
1 10. (Two Times Amended) The method of claim 9 [8] wherein the  
2 hardware characteristic is a modem speed [agent is transmitted with the  
3 content].

*10*  
1 11. (Amended) The method of claim 7 [9] wherein the rule page  
2 comprises at least one of a hardware profile to indicate hardware capabilities  
3 of the target computer and a software profile to indicate software used by the  
4 target computer [agent is independent of a browser executing on the target  
5 computer].

*Sub 10*  
1 13. (Two Times Amended) The method of claim 7 wherein the rule  
2 page comprises a user profile including dynamic [further comprising:  
3 receiving user] information related to a user using [from] the target  
4 computer[;  
5 filtering the user information to create a significant data;

*fil*  
6 arranging the significant data to create a modified user database; and  
7 generating a second user content].

*Ab G 4*  
1 14. (Five Times Amended) A content provider [for providing content  
2 over a network] comprising:  
3 a user rule page containing information being obtained from a target  
4 computer by a first agent [profile corresponding to a target computer account];  
5 and  
6 a rulebook to generate a rule based on the user rule page, the rule  
7 controlling a direction of [select data] a content from a database to be  
8 transmitted to the target computer [according to the user profile, the rule book  
9 providing a rule having a condition-action pair].

*Sh H 13*  
1 16. (Three Times Amended) The content provider of claim 14  
2 wherein the rule is stored in form of a [condition of the] condition-action pair  
3 [includes a hardware characteristic of a target computer associated with the  
4 target computer account].

*Sh H 13*  
1 17. (Amended) The content provider of claim 16 wherein a condition  
2 in the condition-action pair is a hardware characteristic of the target computer  
3 [is a modem speed].

*Sh H 13*  
1 18. (Amended) The content provider of claim 17 [16] wherein [when]  
2 the hardware characteristic is a modem speed [satisfies a first condition, high  
3 fidelity ad content is transmitted, and when the hardware characteristic  
4 satisfies a second condition, lower fidelity ad content is transmitted].

*Soft 14*

1        19. (Two Times Amended) The content provider of claim 14 wherein  
2        the [user profile includes at least one] rule page comprises [including a  
3        plurality of keys, the plurality of keys includes] a hardware profile to indicate  
4        hardware capabilities of the target computer [associated with the target  
5        computer account].

*F*

1        20. (Two Times Amended) The content provider of claim 14 [19]  
2        wherein the rule page comprises [plurality of keys includes] a software profile  
3        to indicate software used by the target computer [account].

*Soft 14*

1        21. (Two Times Amended) The system of claim 1 further  
2        comprising a second agent to update information in the user rule page  
3        [wherein the [user specific] rule directs the content in a database and  
4        provides a rule page corresponding to the target computer].

*Soft 14*

1        22. (Two Times Amended) The content provider [system] of claim  
2        14 [21] wherein the content is transmitted in an internet protocol format [rule  
3        page is identified to the target computer via a rule page identification number,  
4        the rule page containing a user profile].

*Soft 14*

1        23. (Amended) The content provider of claim 20 wherein the  
2        software profile includes a software package and memory usage by [system  
3        of claim 22 wherein the rule page comprises a hardware profile, a software  
4        profile, a user profile and other profile information on] the target computer.

1 24. (Amended) The system of claim 6 [23] wherein the hardware  
2 profile includes a type of processor, an amount of memory available,  
3 processor clock speed and memory usage on the target computer.

1 25. (Amended) The system of claim 6 [23] wherein the software  
2 profile includes a software package and memory usage by the target  
3 computer.

1 26. (Amended) The system of claim 6 [23] wherein the dynamic  
2 [user] information comprises information on web sites visited and time spent  
3 by the user.

1 27. (Amended) The content provider of claim 14 wherein the rule  
2 page comprises a user profile including dynamic information related to a user  
3 using the target computer [system of claim 21 wherein the rule has a form of  
4 condition-action pairs].

1 28. (Amended) The system of claim 4 [27] wherein the rule matches  
2 the content with the hardware characteristic [characteristics] of the target  
3 computer.

1 29. (Amended) The system of claim 1 wherein the content is an  
2 advertisement banner.

1 30. (Amended) The method of claim 7 further comprising [wherein  
2 transmitting the content comprises]:  
3 updating the information in the rule page

4 [storing the content in a database;  
5 generating a rule to control and direct the content in the database by  
6 the rule book;  
7 providing a rule page corresponding to the target computer by the rule  
8 book].

1 31. (Two Times Amended) The method of claim 30 wherein  
2 updating the information [providing the rule page] comprises  
3 inserting new data into the rule page  
4 [obtaining a user profile]; and  
5 removing old data from the rule page  
6 [identifying the target computer via a rule page identification based on  
7 the user profile].

1 32. (Amended) The content provider of claim 19 wherein the  
2 hardware profile includes a type of processor, an amount of memory  
3 available, processor clock speed, and memory usage on the target computer  
4 [method of claim 31 wherein the rule page comprises a hardware profile, a  
5 software profile, and a user profile].

1 33. (Amended) The method of claim 11 [32] wherein the hardware  
2 profile includes a type of processor, an amount of memory available,  
3 processor clock speed and memory usage on the target computer.

1        34. (Amended) The method of claim 11 [32] wherein the software  
2 profile includes a software package and memory usage by the target  
3 computer.

1       35. (Amended) The method of claim 7 [32] wherein the dynamic  
2       [user] information comprises information on web sites visited and time spent  
3       by the target computer.

*SLG 19*  
*SLG 18*  
1       36. (Amended) The content provider [method] of claim 27 [30]  
2       wherein the dynamic information comprises information on web sites visited  
3       and time spent by the user [rule has a form of condition-action pairs].

*SLG 10*  
1       37. (Amended) The method of claim 10 [36] wherein the rule  
2       matches the content with the characteristic [characteristics] of the target  
3       computer.

Please add claims 39-45 as follows.

*SLG 3*  
1       39. (New) The method of claim 7 wherein the first agent uses  
2       MICROSOFT® ACTIVE™.

*SLG 20*  
1       40. (New) The content provider of claim 14 wherein the first agent  
2       uses MICROSOFT® ACTIVE™.

1       41. (New) The system of claim 1 wherein the content is transmitted  
2       in an internet protocol format.

*SLG 42*  
1       42. (New) The content provider of claim 14 further comprising a  
2       second agent to update information in the rule page.

*al  
Gre*

1 43. (New) The system of claim 1 further comprising a second agent  
2 to update information in the rule page.

*FJD*

1 44. (New) The method of claim 7 wherein the content is an ad  
2 banner.

*SJH*

1 45. (New) The content provider of claim 14 wherein the content is  
2 an ad banner.